

# FAX

R. J. Reynolds Tobacco Co.  
400 Raritan Center Parkway  
Edison, N.J. 08837

Date 5/12/97

Number of pages including cover sheet 5

To: Pine Lesser & Sons Inc.

Don Lesser

From:

Lanny Wolfe

Phone \_\_\_\_\_

Phone 908-225-4774

Fax Phone 201-478-3710

Fax Phone 908-417-9076

CC: Greg Mitchell

Voice Mail 800-757-8255

Mike Cobucci

Ext. 48795

REMARKS:

Urgent       For your review       Reply ASAP       Please comment

Attached is the information you will need to work the May/June Doral B2G1F Promotion:

- › Please black line all product.
- › Pack each display with the number of plain white cartons of Doral listed on the attached sheet for each of the four styles.

Add to normal order for each account on the attached list week of May 19th.

**Please insure you take credit for all 7 cartons (4.9 live and 2.1 free) when reporting on disc. (Each carton contains 3 prewrapped B2G1F deals and one extra live pack). Each shipper will be packed with 7 cartons consisting of Doral FFBx, Doral LtBx, Doral FF100s, and Doral Lt 100s**

you have any questions please let me know.

Thanks,

Lanny

51850 1500

WHOLESALER : 363720 PINE LESSER & SONS, INC. <DIRECT>  
 TEMPLATE : 700272 70600 DOR JUNE B2G1F  
 TEMPLATE SEQ : 0007  
 SALES LEVEL : 12XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
122605	060765	AMOCO GAS STATION	780 MARKET ST	PATERSON	NJ	07513	1			110875	(201)684-5169		
122605	122625	026259 BALLOUTINE-DRUCKER	845 RIVERVIEW DR	TOTOWA	NJ	07512	1				(201)890-9444		
122605	122625	273300 BENEVENUTI'S MARKET	359 TOTOWA AVE	PATERSON	NJ	07502	1			100250	(201)956-9179		
122604	771472	CLIFTON NEWS	1145 MAIN AVE	CLIFTON	NJ	07011	1				(201)779-0026		
122608	399577	CLIFTON SPA	1295 MAIN AVE	CLIFTON	NJ	07011	1			5400	(201)772-9662		
162210	162227	723845 CRYSTAL RUN MINI	CRYSTAL RUN ROAD	MIDDLETOWN	NY	10940	1			7175	(914)344-3111		
122605	122625	782956 DIVYA INTER. INC.	83 MAIN ST	LITTLE FALLS	NJ	07424	1			16800	(201)812-1382		
133005	133030	708986 E & S FUEL	RT 515	VERNON	NJ	07462	1				(201)764-2246		
122605	122625	585773 FOOD MART & DELI	14 WANAKUE AVE	POMPTON LAKES	NJ	07442	1				(201)835-3188		
122101	122225	399395 FOSTER STATIONERY	465 S WASHINGTON	BERGENFIELD	NJ	07621	1				(201)384-6360		
122608	711674	FRANKS EXXON	770 20TH AVE	PATERSON	NJ	07504	1				(201)977-8288		
122605	122625	657663 HILLCREST WINE & LI	168 UNION AVE	PATERSON	NJ	07502	1				(201)595-8222		
122604	717320	J.J. HO, INC.	918 CLINTON AVE #	IRVINGTON	NJ	07111	2		3666-0000		(201)375-5598		
122605	122625	572377 K&K FOOD STORE, INC	378 FRANKLIN AVE	WYCKOFF	NJ	07481	1				(201)847-9374		
122605	122625	310616 KHC FINE FOODS	615 NEWARK POMPTO	POMPTON PLAINS	NJ	07444	1				(201)835-5464		
122605	122625	484825 KIMMY'S DELI	81 BERKSHIRE AVE	PATERSON	NJ	07502	1			110600	(201)956-5513		
122608	472768	KINGS CORNER INC.	139 MAIN ST	BLOOMINGDALE	NJ	07403	1			62750	(201)838-7386		
122604	122624	450272 KRAUSZER'S #281	150 7TH ST	CLIFTON	NJ	07011	1				(201)546-9743		
122604	122624	484824 KRAUSZERS #272	26 GROVE ST	VERONA	NJ	07044	1			110625	(201)239-7871		
133001	133020	771657 KRAUSZERS #89	CORNERHORN & RT.	HACKETTSTOWN	NJ	07840	1				(908)813-8303		
122101	122225	718961 KRAUSZERS #273	208 SPRING VALLEY	MONTVALE	NJ	07645	1				(201)476-0024		
122103	122628	380871 L&R SUNDRIES	4 E JOSEPH ST	MOONACHIE	NJ	07074	1				(201)440-6965		
122605	122625	605941 LINDA'S DELI	248 MAIN ST	LINCOLN PARK	NJ	07035	1				(201)628-0630		
122605	122625	770549 M & F MARKET	330 TOTOWA AVE	PATERSON	NJ	07502	1				(201)595-8044		
122103	122628	399648 MARINA STATIONERY	512 VAN HOUTEN AV	PASSAIC	NJ	07055	1				(201)773-1281		
133008	133030	690552 MARKET PLACE 2	5561 BERSHIRE RD.	MILTON	NJ	07438	1				(201)697-7238		
122604	122624	565102 MIKE'S DELI	155 LAKEVIEW AVE	CLIFTON	NJ	07011	1				(201)772-1236		
133005	133030	609129 MURRAY'S MARKET	342 MAIN ST	OGDENSBURG	NJ	07439	1			52025	(201)209-9486		
133008	133020	735521 NEWTON NEWS	75 SPRING ST	NEWTON	NJ	07860	1				(201)200-4866		
133005	133030	400608 PLAINS PHARMACY	66 STATE RT 23	FRANKLIN	NJ	07416	1			52050	(201)827-7107		
122605	122625	690343 POMPTON HOBBY CENTE	203 WANAKUE AVE	POMPTON LAKES	NJ	07442	1				(201)835-2874		
122101	122225	770481 QUICK SHOP	48 PATTERSON ST	HILLSDALE	NJ	07642	1			22405	(201)666-6078		
122605	122625	771323 SCHECKS LIQ & DELI	311 HALEDON AVE	HALEDON	NJ	07508	1				(201)595-6320		
162307	162330	273658 SCHERER & CO	7 MILLER RD	MAHWAH	NJ	07430	1			25100	(201)529-3711		
122608	542637	SHOP SMART	494 BROADWAY	PATERSON	NJ	07514	1			111810	(201)279-6684		
162307	162330	566873 SOUTH AIRMONT DELI.	53 S AIRMONT RD	SUFFERN	NY	10901	1			7350	(914)357-7544		
122101	122225	229745 STATE NEWS	51-53 PALISADES A	ENGLEWOOD	NJ	07631	1				(201)568-1096		
162307	162330	019924 STATIONERY, UNLTD.	6C RED SCHOOLHOUS	SPRING VALLEY	NY	10977	1			26245	(914)352-7707		
122605	122625	273876 T-BOWL SMOKE SHOP	1055 HAMBURG TPKE	WAYNE	NJ	07470	1			48625	(201)633-0404		
122608	399623	TOMS DELI	469 HAZEL ST	CLIFTON	NJ	07011	1			27400	(201)772-1717		
122604	122624	399619 VALLEY LIQUORS	343 HAZEL ST	CLIFTON	NJ	07011	1			100175	(201)478-5288		
122605	122625	273872 VALLEY SNACK	568 VALLEY RD	WAYNE	NJ	07470	1			112252	(201)696-2426		

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## WORKPLAN VAP TEMPLATE LISTING

PAGE: 7  
 DATE: 97-04-07  
 TIME: 02:13 PM

WHOLESALER : 363720 PINE LESSER & SONS, INC. <DIRECT>  
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TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
122605	122625	399616	VILLAGE STATIONERY	385 VALLEY RD	CLIFTON	NJ	07013	1			49550	(201)278-0746	
133005	133030	400607	WEBBS NEWS	270 STATE RT 23	FRANKLIN	NJ	07416	1			52075	(201)827-5020	
122102	122226	649184	24-24 LAWN AVE CORP	24-24 FAIR LAWN A	FAIR LAWN	NJ	07410	1				(201)797-1311	
122102		770868	401 BOULEVARD INC.,	401 BOULEVARD	ELMWOOD PARK	NJ	07407	1			100760	(201)794-1196	

PAGE BREAK TOTAL ACCOUNTS 46 TOTAL QUANTITY 47

TEMPLATE TOTAL ACCOUNTS 46 TOTAL QUANTITY 47

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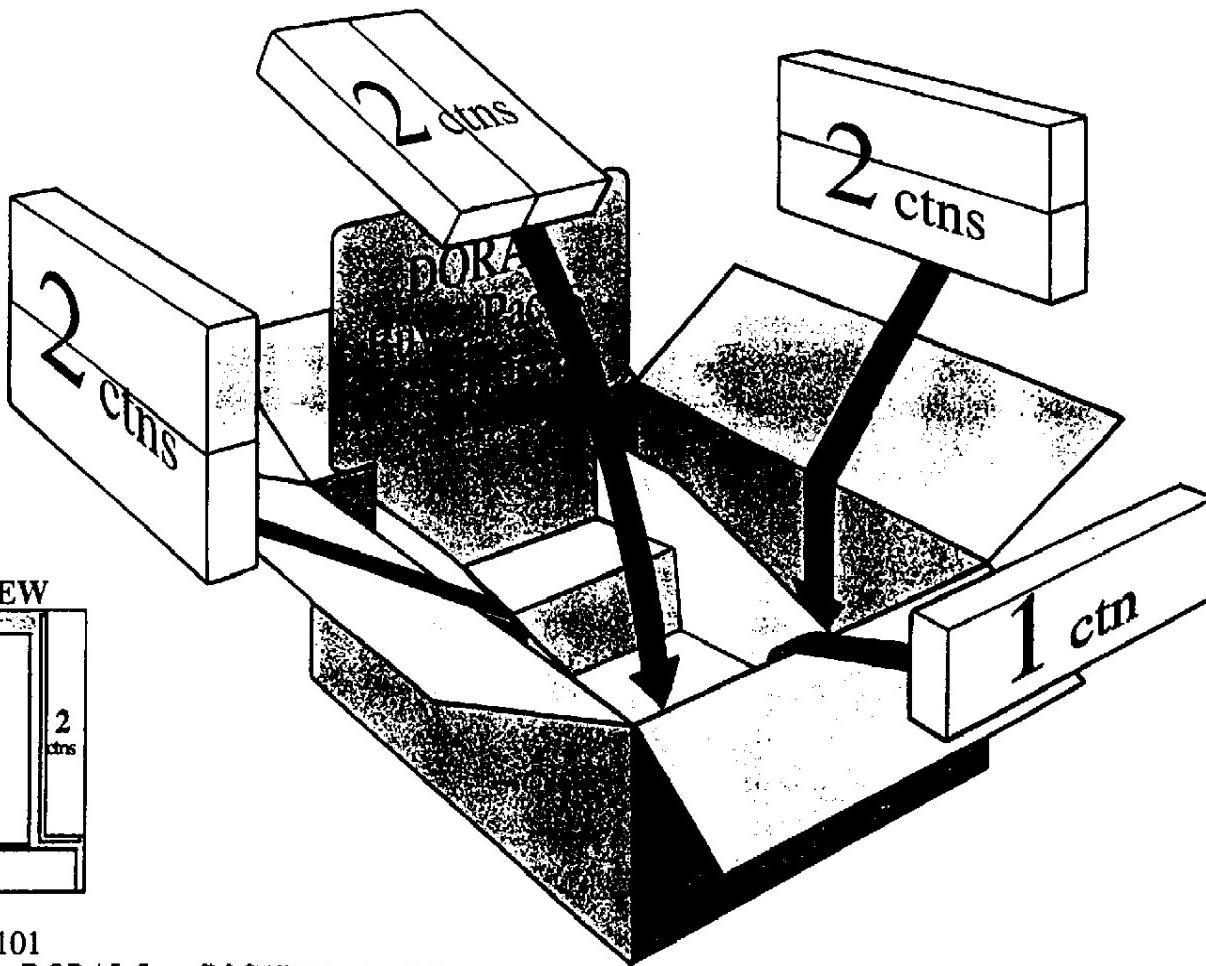
# WHOLESALER PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 2ND QTR.'97

June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

### STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.  
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #525101

Description: DORAL June B2G1F Display/POS Kit

Brand Style						
Number of Cartons						

51850 1903